LEO BURNETT COMPANY, *Inc.*
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The story of the world's biggest stick of gum and how you can get it for your very own.

Once upon a time, there was a little gum-making machine whose name was 10551MLKD. He worked in the Clark Gum factory with a lot of big machines. They called him 105 for short. And if he mentioned his full name, they'd just look down at him and laugh. To them he was just a little machine.

So 105 decided to do something different, something spectacular. He made up his mind to make the biggest stick of gum in the world. Then the other machines would know how great he really was. Maybe they would even start calling him by his full name.

So one night after the other machines were asleep, he turned himself on and started making his favorite gum. Clark's Fruit Punch.

That stick got bigger and bigger and bigger until it was over 8' long. 105 was so proud, he decided to make some more. He worked all night. By the time morning came around, giant sticks of Fruit Punch gum were piled so high that the little machine could hardly be seen.

When the other machines woke up and saw all those big sticks of gum, they were very impressed. They swore they would never call him 105 again.

And to this day he's known as 10551MLKD.

But that's not the end of the story.

Now the Clark Gum Company is offering you a chance to get the world's biggest stick of good-lasting Fruit Punch gum for just 20¢. Order as many as you want.

But if you don't want the world's biggest stick of gum, remember...Clark still makes regular sticks, too. And the coupon below will get you 10¢ off on 2 6-packs or 1 10-pack of Clark's good-tasting foot-loose gums.

Fruit Punch

Send now for world's biggest stick of gum.

Please send me____of the world's biggest sticks of gum for which I enclose____(20¢ for each).

Mail to:
Clark Gum Company
P.O. Box 1038
Elm City, North Carolina
27822

Name_____
Address_____
City_____State_____Zip_____

Please allow 3 weeks for delivery. Offer expires December 31, 1971. Offer good only in U.S.A. Subject to State and local regulations. Void if taxed, restricted or forbidden by law.

MC 105

10¢ Store Coupon 10¢

Save 10¢ with coupon on purchase of two 6-Packs or one 10-Pack of Clark Gum.

MC 105

10¢ Store Coupon 10¢

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